



Coupon Design Guidelines

The following is an outline of what we consider are important in the design of a coupon.

1. The coupon should clearly show the product that is being promoted by the coupon. Ideally, there should be a picture of the product on the coupon.
2. The coupon should clearly show its face value, in Rands and Cents or just Cents.
3. There should be only ONE face value for each coupon.
4. The display of the face value of the coupon must occur only once. However, the face value may also be printed as part of the terms and conditions but it is necessary to ensure that this value is identical to the main face value as displayed on the coupon.
5. Coupons work best if the face value is over 12% of the selling price of the product. Coupons do not work if their face value is under 10%. Where the face value is over 20%, redemption can be unpredictably high.
6. **Brightly coloured coupons always attract most attention and give better redemption.**
7. The coupon should not be too small. An ideal size is 4 to 5 cm by 8 to 10 cm. or larger.
8. Coupons that have sticky backings are difficult to process. Coupons can be produced that stick to the product but, when removed, are not particularly sticky.
9. Do not have anything on the product that looks like a coupon but is not one. Typically, this would be a sticker or tag that alerts the shopper to the fact that a coupon is attached to or inside the product. Shoppers and retailers mistake and use them as coupons, after which they require a refund for them.
10. The coupon should have an expiry date but allow the shopper a generous amount of time to use the coupon. The expiry date must be **very visible** and we must be informed of it.
11. It is advisable to have a set of terms and conditions on each coupon.
12. It is necessary that each coupon has printed on it that the retailer must send it to Coupon Clearing Bureau (Pty) Ltd., P O Box 32003, Braamfontein 2017, for a refund. Chains and other retailers will not accept the coupons if this statement is not present.
13. Ensure that, if a supplier requires each coupon campaign to have a unique code assigned to it, the code is printed on the coupon or is supplied to Coupon Clearing Bureau.
14. Coupon Clearing Bureau does not require coupons to have barcodes printed on them. The chain stores might require them at some point in time in the future.

